

ABSTRACT

An apparatus, method, and computer program product. The method includes identifying a player in a supply chain, the player having one or more goals; identifying a decision in the supply chain, the decision having a plurality of possible actions each representing one or more other players in the supply chain and each having a payoff corresponding to each goal; and recommending one of the actions based on at least one of the historical behavior and commitments of the other players such that the payoffs are maximized for all players.

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